The Nuts and Bolts of Building Powerful Partnerships

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KOHS Mission

To reduce Kentucky’s highway crashes, serious injuries and fatalities.
Kentucky Office of Highway Safety

- **EDUCATE** the traveling public

- **COLLABORATE** with local and state agencies to **ENFORCE** traffic safety laws

- **ENVIGORATE** the work of Safety Education & Grants Management Branches with rich data analyses

- **ENGAGE** the safety community through partnerships and stakeholders
Partnerships
KOHS, KDA, iHeart Media

Partnerships are built on:

- Common vision
- Culture of Safety and Social Responsibility
- Smart Resource Allocation
- Creativity
- Fun
- Living the mission!
KOHS & KDA ~ Ali Edelstein, Director of Social Responsibility

- Relationship evolvement
  - Started with Louisville Highway Safety Committee
  - Committee dissolved but partnership endured
  - Now a member of the Impaired Driving Task Force and Drive to Freedom Recovery work group
  - Frequently partner on impaired driving awareness and enforcement campaigns
We partnered to...

- Bring Lyft to Kentucky’s rural communities
  - Hosted driver recruitment breakfasts touching over 150 local individuals

- Fund safe rides during key, high traffic holidays
  - Given over 1,500 rides and recruited over 150 new users (over two campaigns – Christmas/New Year’s and St. Patrick’s Day)
  - Lyft matched our investments in most recent campaign, moving us from $10,000 to $20,000
Governor Matt Bevin @G... 1h

Happy #StPatricksDay 🍀!
@KyDistillers, @lyft and @CityScoot want to help you celebrate responsibly...you can claim $20 in free ride credits by entering code SAFERIDEKY2018 in the Lyft or CityScoot apps and ordering a ride until 4 a.m. Sunday, March 18. Drive safe, Kentucky!
iHeart Media - Amanda Osborne, Broadcast Consultant

- iHeart came to us with a plan to expand our existing partnership
  - Promote highway safety messages during peak drive-time hours
  - Utilize trusted personalities who are well-known in the community
  - Tony Vanetti & Dwight Witten share a passion for highway safety
  - Tony Cruse & Harley are avid motorcyclists
  - Matt Jones regularly promotes sober driving
Money and a mission

- Guarantees 1:1 matching bonus for all state agencies
- Believes in our mission to save lives
- Employees want to be involved
- Leads by example
  - Regional President Earl Jones and Regional Senior Vice President of Sales Kevin Hughes participated in obstacle course held at iHeart this summer
Speed Week
PoliCE ARE OUT IN FORCE THIS SUMMER DURING THE BLUE LIGHTS ACROSS THE BLUE-GRASS ENFORCEMENT CAMPAIGN. SO SLOW DOWN AND PAY ATTENTION BEHIND THE WHEEL OR YOU WILL BE CITED.

Proud sponsor of the KSR SUMMER TOUR

NO EXCUSES. NO EXCEPTIONS.
Living the Mission
KSR Matt Jones at DUI Awards & Gold Scramble
Contact

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